

PROJECT SALES SUMMARY

C = COPIES

P = PRESENTATION

R = REPORTS

CAD/CAM XCAD

#	DATE	CLIENT	CONTACT	QTY	AMOUNT	CUM. AMT.
1	12-4-80	Mfg Data Systems	Tmax	2	14000	14000
2	"	✓ GM	Blum	2	9500	23500
3	"	✓ Xerox	Castille	2	14500	38000
4	"	✓ Agencie de l'Informatique	Bouchier	2	24000	62000
5	12-11-80	✓ Eaton	Bean	2	19000	81000
6	12-19-80	✓ Control Data	Judyjak	2	24000	105000
7	12-23-80	✓ Emerson Electric	Mahoot	2	9500	114500
8	12-31-80	✓ Honeywell	Wickstrom	2	19000	133500
9	1-19-81	✓ IBM	Wood	2	14000	147500
10	1-26-81	✓ Hitachi	ODS	2	18000	165000
11	2-13-81	✓ GEIS	Bruce	2	19000	184500
12	"	✓ Boeing	Mill	2	24000	208500
13	2-21-81	✓ Fairchild		2	14000	222500
14	"	✓ OKI Electric	ODS	2	10875	233375
15	"	✓ Takeda Riken	ODS	2	10875	244250
16	3-13-81	✓ IBM	Wood	2	5000	249250
17	3-30-81	✓ Motorola		2	14000	263250
18	4-1-81	✓ ODS / Seiko	ODS	2	13110	276360
19	"	✓ Auto-trol		2	26100	302460
20	5-1-81	✓ NEC	ODS	2	10875	313335
21	"	✓ United Computing		2	14000	327335
22	"	✓ Xerox	Horn	2	4500	331835
23	"	✓ GE Calma	Stewart	2	5000	336835
24	6-11-82	✓ AO Smith	Dascamio	1	9500	346335
25	2-11-82	✓ Ishikawajima	ODS		3375	349710



PROJECT SALES SUMMARY

[illegible]



✓ = Rpts ordered by client

Prepared By	Initials	Date
Approved By		

	1	2	3	4	5	6
Client	Vol 1 User	Vol 2 Met Analysis	Vol 3 Mechanical	Vol 4 Electronic	Vol 5 Arch/Eng	Vol 6 Int'l
Autotrol	✓	✓	✓	✓	✓	✓
AVCO	✓		✓			
ADI	✓		✓	✓	✓	✓
Boeing	✓	✓	✓	✓	✓	✓
CDC	✓	✓	✓	✓	✓	✓
Eaton	✓	✓		✓		✓
Emerson Electric	✓		✓			
Fairchild	✓	✓				✓
GE Calma					✓	✓
GEISCO	✓	✓	✓	✓		✓
GMC	✓		✓			✓
Honeywell	✓		✓			✓
Hitachi	✓	✓	✓	✓	✓	✓
IBM	✓	✓	✓	✓		✓
Ishikawajima	✓					
JIPDEC	✓	✓				✓
MDSI	✓	✓	✓			✓
Motola	✓	✓		✓		✓
McAuto	✓	✓	✓		✓	✓
NEC	✓	✓	✓			✓
OKI	✓		✓	✓		✓
Seiko	✓	✓	✓	✓		✓
AO Smith	✓	✓	✓			
Takeda Riken	✓		✓	✓		✓
United Computing	✓	✓	✓		✓	✓
Westinghouse Nuclear	✓	✓	✓		✓	✓
Xerox	✓	✓	✓	✓		✓



CAD/CAM Pipeline & status

BUDK.
8/29/82

XCAD

Signed

Applicon (copies) \$500

ECAD

YM (program) \$10K

Recommended/
awaiting approval

Applicon (A/E) \$3500
Perkin Elmer \$10K

Perkin Elmer \$10K

Serious
review

Harris
General Dynamics

Xerox
BCS
McAuto

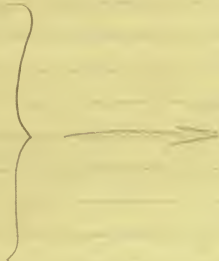
On-site
presentation

Comsec
UCC



Tel presen.
w/ fm

Evans & Sutherland
Meridian
Computool
Univac
A.M. Brunning
Battelle
Motech





BY CE KOCHERPAGE OF DATE 7/26/82

SALES PROSPECT FORM

PRODUCT	CLIENT	AMOUNT \$(000)	CLOSE PROBABILITY IN PERCENT BY MONTH*			HELP NEEDED FROM
			A	S	O	
XCAD	PERKIN ^{V3} ELMER	16.5	.6			
"	GRAFCON ^{V2}	10.0	.6			
"	COMPUTERVISION ^{V1}	6.5	.9			
"	APPLICON ^{ARCH}	4.0	.6			
8/20/82 XCAD			S	O	N	
En	Evans & Dutheland ^{M.V}	6.5	.6			
	Harris ^{MEU}	6.5		.6		
	Battelle ^{MU}	6.5	.6			
	Crofton	10.0			.6	

*ENTER MONTH NAMES

MKT-07
6:79



BY CE KOCHERPAGE OF DATE 7/26/82

SALES PROSPECT FORM

PRODUCT	CLIENT	AMOUNT \$(000)	CLOSE PROBABILITY IN PERCENT BY MONTH*			HELP NEEDED FROM
			A	S	O	
ECAD	GRAPCON	10		.6		
"	GENERAL MOTORS	10	.6			
"	PERKIN ELMER	10	.6			
8/20/82 ECAD			S	O	N	
	Xerox	10	.6			

*ENTER MONTH NAMES

MKT-07
6:79



INPUT 1981 Joint Subscriber Conference

CAD/CAM Systems and Services

List of Attendees

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6/15-17/82



CAD/CAM Conference - Attendee List
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Manager, ~~Strategic Forecast Analysis~~
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Stamford, CT 06904
(203) 329-8711

*P.O. Box 1600
500 Long Ridge Road*



Mike

RECEIVED

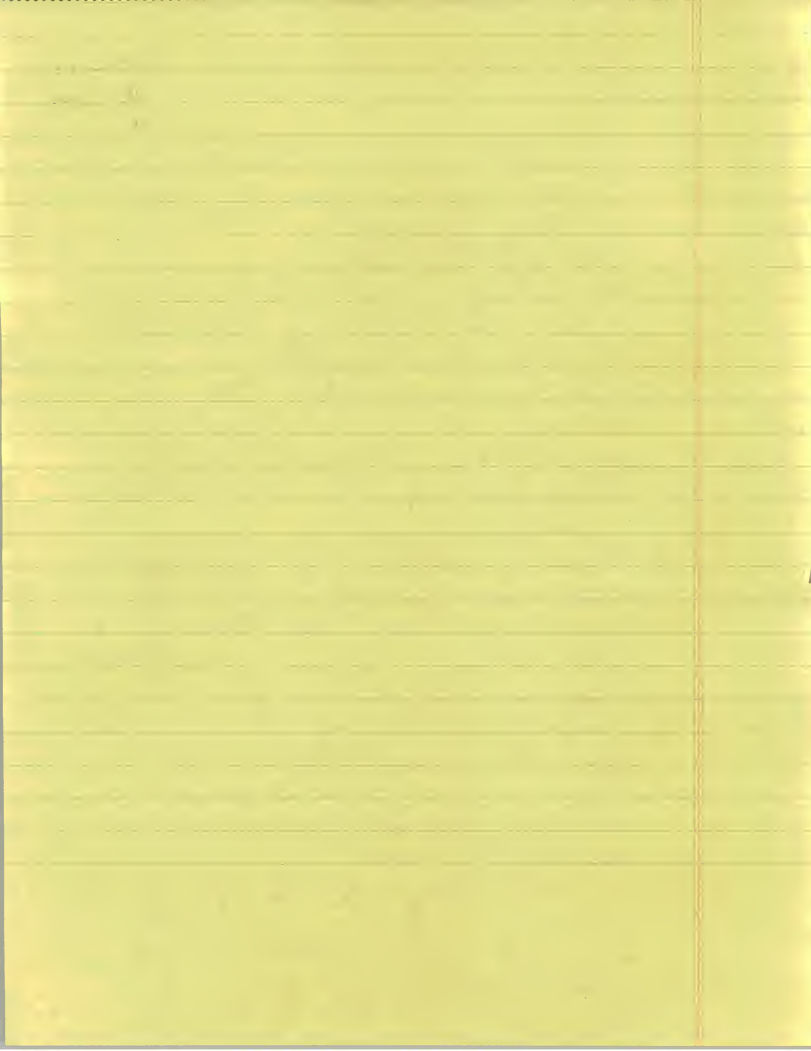
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PA

I urge extreme caution on this list!

1. It has many duplicates. It was typed & sorted by type of system installed, not on an overall alpha basis.
2. The list is as raw as can be. No names, no titles. In most cases I doubt if the address is even deliverable.
3. There are numerous typos. Apparently no proofing was done. I did as much as I could. (Acting as Principal Clerk & making good use of Input # again).
4. There are multiple entries for different organizations & locations within the same companies. Someone needs to make sure that the hg locations are covered. General Dynamics is a good example - I saw a number of plant sites, but don't remember seeing the hg in St Louis. Bernie Breen in St Louis is the only person who can buy Cad (Cam research in Genl Dynamics).

Without some qualification, the list will be very expensive & yield little. I suggest taking something like the enclosed 500 list (which I did a rough marking on) & have RA's call to get

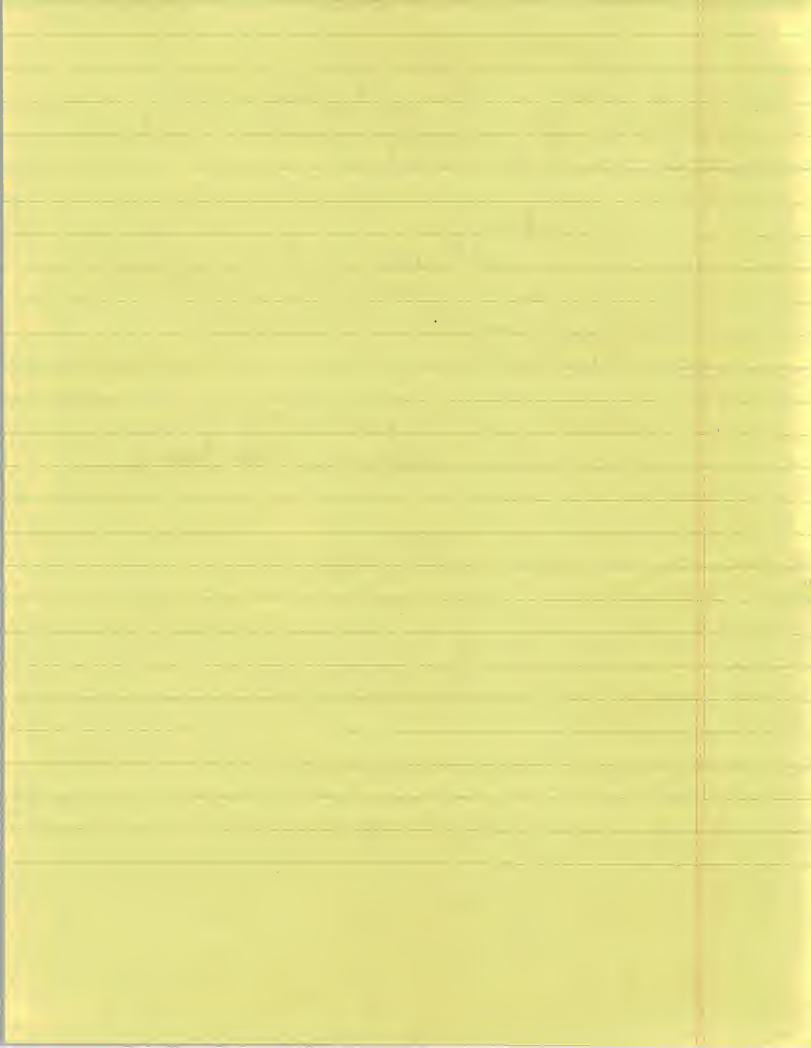


exact names & titles of key people as well as appropriate divisions, much as I had done on the vendor list.

We should also consider buying mail lists from target publications & selecting names from them for mailing. This would probably be cheaper than any other means of putting a good user list together.

In any case, I see a lot of holes in the user list & approach. Let's discuss.

Bob K.



INPUT

CAMPBELL CENTER II, 8150 N. CENTRAL EXPRESSWAY, DALLAS, TX 75206 (214) 691-8565

Vendor Letter

July 2, 1982

Mr. James Starnes
President
Graphics Technology Corporation
1777 Conestoga Street
Boulder, CO 80301

Dear Mr. Starnes:

Planning is always a challenge, but the dynamic nature of today's CAD/CAM market raises the challenge to new levels. Unfortunately, the already complex market situation will probably take a few turns for the worse before it gets better.

We don't claim to have all of the answers, but we can help you by sharing what we learned through in-depth interviews with over 200 CAD system users and 40 vendors. A select group of major corporations chartered Input to conduct one of the most comprehensive studies ever in the CAD/CAM field and we are now able to share the results with you.

Our research focused on the user as the primary driving force in the industry. We then supplemented our findings from the users with vendor interviews and completed it with analyses and assessments by our senior staff members.

The final product is an objective distillation of direct market feedback, presented in a concise management format. It is described in the enclosed brochure. I will be calling you in the next week or so to answer any questions you might have and to discuss your subscription. The reports are available now and we would like to get them in your hands and working for you as soon as possible.

Sincerely,



C. E. (Bud) Kocher
Principal Consultant

CEK/gw
Enclosure



Comp. Data Sheet.

Diff. for XCAD users
respondents

When you participated in the CAD/CAM study conducted by INPUT we promised you an executive summary of that study. *The study was a major success and even motivated a full price annual program which just started this month. You now can enjoy the benefits of this completely new study through this special offer.*

~~INPUT can help you meet the challenge of planning for the dynamic CAD/CAM marketplace.~~ A select group of major corporation chartered INPUT to conduct one of the most comprehensive studies ever in the CAD/CAM field and we are now able to share the results with you. We don't claim to have all the answers, but we can help you by sharing what we learned through extensive, in-depth interviews with CAD/CAM system users and vendors.

INPUT has put together a three volume study on CAD/CAM that satisfies the long standing need for objective, firsthand, primary research on this fast-moving and technologically sophisticated field.

Distilled from firsthand interviews with over 200 major CAD/CAM users and 40 vendors in the U.S. and around the world, the study focuses the experience of these users and vendors into an utterly practical and enormously powerful planning tool. You learn where CAD/CAM is now, where it will be in the future, and how you can stay on top of the changes in the field to make them work for your company.

In a field where mistakes can cost millions, intelligent and informed planning becomes critically important. And with INPUT's CAD/CAM Planning Study, described in the enclosed brochure, you have a professional research document designed to give you exactly the kind of objective information you must have to do this kind of planning.

We will call you soon to answer any questions you might have and to discuss your subscription.



Dear _____:

INPUT can help you meet the challenge of planning ~~and for~~

Planning is always a challenge, but the dynamic nature of ~~the~~
~~the dynamic~~ today's CAD/CAM market ^{place} raises the challenge to new levels.

^{Comp. will be} Unfortunately, the already complex market situation will probably take a few turns for the worse before it gets better.

→ INSERT A

We don't claim to have all the answers, but we can help you ^{extensive} by sharing what we learned through in-depth interviews with over 200 CAD/CAM system users and 40 vendors. A select group of major corporations chartered INPUT to conduct one of the most comprehensive studies ever in the CAD/CAM field and we are now able to share the results with you.

→ insert B

Our research focused on the user as the primary driving force in the industry. We then supplemented our findings from the users with vendor interviews and completed it with analyses and assessments by our senior staff members.

→ insert C

The final product is an objective distillation of direct market feedback presented in a concise management format. It is described in the enclosed brochure. ^{we} I will be calling you ^{soon} in the next week or so to answer any questions you might have and to discuss your subscription.



The reports are available now and we would like to get them
in your hands and working for you as soon as possible.

Sincerely,

Clarence E. Kocher
Principal Consultant

CEK:jdw

Enclosures

We will pay the Use Tax, our resale number
is

~~Dear Maxine:~~

Insert A

INTUT has put together a three-volume ^{study} report on CAD/CAM that satisfies the long-standing need for objective, firsthand, primary research on this fast-moving and technologically sophisticated field.

The report normally costs \$9,500. But if you place your order before (insert date), and include the enclosed "Savings Certificate" (see brochure), the new CAD/CAM Planning Report can be yours for only \$8,500. You save \$1,000 on the best CAD/CAM market research available.

insert C

In a field where mistakes can cost millions, intelligent and informed planning becomes critically important. And with INTUT's CAD/CAM Planning Report, ^{study described in the enclosed brochure} you have a professional research document designed to give you exactly the kind of ^{objective} information you must have to do this kind of planning.

Insert B

Distilled from firsthand interviews with over 200 major CAD/CAM ^{and 40 Vendors} users in America and around the world, the ^{study} ~~report~~ focuses the experience of these users ^{and vendors} into an utterly practical and enormously powerful planning tool. You learn where CAD/CAM is now, where it will be in the future, and how you can stay on top of the changes in the field to make them work for your company.

(more)



as of 9/22/82

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This program has been developed in response to client feedback and is designed to provide you with focused information to support your management and planning activities. The reports shown on the enclosed program description will be based upon hundreds of user and vendor interviews conducted specifically for this program. To supplement the in-depth reports, we will also provide you with an inquiry service and a client conference.

Decisions involving CAD/CAM can be especially risky because it is such a rapidly evolving field. Let us help you reduce the risks with analyses of key issues and distillations of the experiences of hundreds of industry participants. The CAD/CAM Planning Program is a very cost-effective way to extend your planning capabilities.

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Sincerely,

Bud Kocher

C. E. (Bud) Kocher
Principal Consultant

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